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ABSTRACT

Noting that launching a new magazine in a competitive market is both complicated and costly, a study analyzed four "Teddy Bear" magazines and their market to determine the viability of launching a new Teddy Bear magazine. The market includes "Bear Tracks," "The Teddy Tribune," "Teddy Bear and Friends," and, most recently, "Teddy Bear Review." To provide the most accurate description of the Teddy Bear magazine market, all available issues from January 1985 to October 1986 were analyzed for 21 separate criteria. Results indicated that each was published in a different city and that all four publications were distributed by mail. The analysis also determined that subscription fees varied from $8.00 ("Bear Tracks") to $14.95 ("Teddy Bear and Friends") and that most Teddy Bear magazines featured either multi-theme, one-image, or multi-theme, multi-image covers. The results of the content analysis were compared with the results of a 1985 study of new consumer magazines. Findings suggested that the development of a new Teddy Bear magazine was viable, since the overall market is growing and advertising and other market factors seem to be stable. However, results also identified the enormous success of the "Teddy Bear Review" as one reason against starting up an additional bear magazine at this time. (The 21 content analysis criteria are included, as are extensive results for the analysis. Forty-one references are also included.) (AEW)

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A LOOK AT A SPECIAL INTEREST MAGAZINE MARKET: TEDDY BEAR MAGAZINES

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INTRODUCTION

Daily operations of an existing magazine are much like any other business in the United States. There is a daily routine that is part of the weekly, bi-monthly, monthly, or quarterly schedule of producing a magazine. This routine includes gathering information for stories, selling ads, designing and laying out each book, and getting the product to the subscriber or newsstand, to mention a few of the steps.

However, the start-up of these enterprises is not so well charted. There are no tried and true formulas for a successful magazine start-up. Owen Lipstein, publisher and president of American Health and start-up general manager of Science '81, discusses the start-up of these two magazines and others. He points out, "We're all students in this game, as demonstrated eloquently by the recent spate of entrepreneurial and corporate failures. Every launch is different."[1]

James B. Kobak, a magazine management consultant since 1971, says, "Remember that there is no one way. There are no good rules of thumb. Each case requires a different approach, particularly in the magazine business."[2]

Who starts magazines successfully? Kobak answers this question with some revealing statistics:

> Of the consumer magazines with over 100,000 circulation listed in the Standard Rate & Data of October 27, 1983 (and started since 1965), two-thirds were launched by other than existing publishers (127 out of 195).[3]

Of the 68 magazines publishers began, 23 were spin-offs of existing magazines. Eight were the result of start-ups in the computer magazine craze of the time.[4] "Over an 18-year period, only 30 to 40 brand new successful magazines of size were developed from the entire publishing industry, while outsiders provided 120 or so."[5]

The failures tell an interesting story as well. Kobak says, "During the period since 1965, I count start-ups with circulation over 100,000 which failed:

By publishers	33
By organizations not in publishing	4
By independent individuals or groups	27"[6]

Publishers who did start up new magazines were no more successful than those outside the publishing industry. Kobak also points out that his research was based on Standard Rate & Data Service, so many more magazines may have been started by nonpublishers that were not listed in the service. Overall, the picture is the same: "Publishers don't do any better than the others, and maybe they do worse. Why?"[7]

Logically, the established publishers would seem to have an edge in start-ups. After all, they have knowledge of the business, a management structure in place, marketing skills, supplier contacts, a creative department, and most importantly, knowledge of the markets and money to launch the new product.[8]

Despite these advantages, the publishers don't dominate the magazine start-ups.

> Where, then, do most of the successes, big and small, come from? From people--whether they know anything about publishing or not--who have an instinct about what the public's latest interests are, and who also have the dedication to follow that "need" to its conclusion.[9]

Publishing companies may have these people, but "the tendency in companies is to throw money at an idea rather than to dedicate its best people to making a magazine happen."[10]

"A new magazine is successful because of the hard work and dedication of a very small number of people."[11] "The challenge is not so much what you want, but how badly you want it."[12] Lyn Lemaire, editor-in-chief of Ultrasport, compares magazine start-ups to tennis:

> Watching a tennis tournament recently, I was amazed at how often a single lapse in concentration cost a player a point. Many shots that could have been returned weren't simply because of a player's momentary lack of focus. Starting a magazine, it seems to me, is a similar proposition. It requires concentration, momentum, drive. You might want to be rich, be your own boss, see your name on the door. Or you might simply believe there is a market for your idea. But what you want is far less important than how much you want it. Measuring your desire to do this thing is probably the fundamental entrepreneurial challenge. Without a strong desire, you will never make it.[13] With it, you can survive lots of mistakes.

David Adler, consultant to Washington Dossier, adds:

> Listening to the experts and doing everything the "correct way" will not guarantee success as a publishing entrepreneur. Being able to spot ideas and trends before they happen is the key to success. The publishing entrepreneur must be able to do this instinctively.[14]

The following outline summarizes the general heirarchy involved in a magazine start-up. Following the outline are comments expanding on the heirarchy.

A. Idea

I. Research the idea in terms of the market

a. Market: other magazines serving the same basic editorial field

b. Market: consumers who read or purchase the magazine (demographics)

B. **Develop clear editorial concept** from knowledge of the market

I. The minimum includes:

a. An entire year's tables of contents

b. Titles of articles

c. Probable authors of articles

d. Brief precis of the thoughts to be included in each article

C. **Develop prototype**

D. **Develop business plan** which will include:

I. Editorial

a. Number of pages

b. Size of staff

c. Salary levels

d. Outside consultants and fees

e. Artwork and costs

f. Photography and costs

II. Production

a. Paper type and costs

b. Printing type and costs

c. Distribution channels and costs

NOTE: The preceeding four steps are financed with seed money.

E. **Testing**

I. Direct mail

II. Newsstand

III. Telephone

F. **Venture capital**

Robert Nylen, publisher of New England Monthly, says two of his important numbers are: "One good idea and one good market."[15] He says these are also "irrevocable decisions: Realizing that you can change everything--paper, distribution, people, editor, publisher--but can't change the basic idea or the market the idea attracts."[16]

There are two aspects of the market the idea attracts. One is the magazines competing in the same basic editorial field; the other is the consumer market, which includes the demographics of the potential readers..[17]

Examination of the overall market provides the first opportunity to determine the viability of an idea for a magazine start-up. If the magazines competing in the same basic editorial field as the new idea are in a declining market, then viability would not be evident. On the other hand, if the market were growing or at least stable, then viability would be a possibility.

Lemaire was asked:

> "How are you going to position this book?" At the time I was not quite sure what that meant, but I have learned that the essential task for any magazine is to be understood, to fill a niche and to fulfill a need.[18]

Lemaire's task, then, was to fill a niche or magazine market and fulfill the needs of that market's demographics.

The most essential aspect of the market is an understanding of the competition. Determination of the editorial formula requires consideration of the competitors and their formulas.[19] As Nylen says:

> A true entrepreneur invents a truly big thing. But there was only one Luce, only one Conde Nast, and only one Harold Ross. The rest of us magazine folk imitate one another with varying success. If we're smart, we choose the right originals.[20]

Kobak says:

> I have watched large, seemingly experienced companies make the same mistakes as the rankest publishing amateur: lack of a crystallized editorial product, inadequate planning, disbelief of test results, insufficient capitalization, poor staffing, not reading the telltale signs of an idea that won't fly, not asking for skilled outside help, and so on.[21]

A major mistake made by many magazine publishers is pointed out by Kobak: "lack of a crystallized editorial product."[22] This is the one aspect that almost all the editors and publishers agree on--a clear editorial concept from the beginning is crucial to the development and success of a magazine.

Development of the editorial concept involves many decisions. When Vincent Drucker had the idea for Learning,

> the editor, Frank McColloch, and Vincent then developed tables of contents for an entire year's issues together with the titles of the articles, the probable authors, and a brief precis of the thoughts

> to be included in each. Then--and only then--did they (McColloch and Drucker) know what the magazine was really going to be all about. Eventually, of course, Learning[23] was launched and has been successful.

> This development of tables of contents for a number of issues is really a minimum required for crystallizing a concept. Depending on the skill and experience of the people involved and the nature of the subject matter, even more must often be done.[24]

Often during the crystallization process, publishers discover that "the concept does not jell, or becomes too narrowly defined, or would be too expensive to produce, or is a newsletter or a book or something else, but not a magazine."[25] This is the second juncture where viability may be determined.

In order to actualize the editorial concept, a working prototype must be developed. The type of magazine determines how elaborate the prototype must be. For example, to launch American Photographer and to adequately demonstrate the visual concept of the magazine, Allen Bennett developed 48 actual pages. This is done with many magazines.[26]

The prototype is a tangible product which, when combined with a complete business plan, becomes a tool for attracting venture capital. The development of a detailed business plan will show prepublication costs, anticipated losses before achieving break-even, and potential profits

which can be earned. Since cash investment is the only important financial fact, the business plan is usually prepared on a cash-flow basis. These plans are usually projected for five years.[27]

> Development of a business plan involves deciding on every aspect of how operations will be carried out. For instance, in the editorial area, you must formulate the number of editorial pages needed, the size of the editorial staff, salary levels, what outside editorial or design consultants are needed, what manuscripts, artwork and photos will have to be purchased and at what cost.[28]

"This becomes a big, complex project. Because it is hard to come to grips with in the abstract, it is normally formulated through the technique of detailed financial projections.[29]

Nowhere in the literature is a breakdown of these overall magazine start-up projections given. This is due to the constantly changing prices in production, location factors, and varying types of magazines. For example, a Folio article by Leonard F. Pinto titled "Short-run Paper Buying" points out that paper accounts for a significant percentage of overall magazine costs and the cost of it constantly fluctuates. He gives no prices for any type of paper and says that negotiating is the key to keeping paper costs down.[30]

In a 1985 outlook, Peter Diamandis, president of CBS Magazines, predicted that new magazine launches would be strong, but costly. Overall costs for a special interest magazine could be as little as $1.8 million, but a minimum of $10 million is more likely. He says, "It used to be that it was good enough just to have a good idea--no more. Now, you have to have a great concept, a beautiful product, and money."[31]

Once the great idea becomes a crystallized editorial concept, money is the next step. "Raising capital for any new venture is unbelievably time-consuming, frustrating and difficult. It is particularly so for a new magazine."[32]

The first phase of capital is seed money. Amounts needed range from $55,000[33] to $75,000.[34] This includes any legal costs for the formation of a partnership or direct mail tests. These figures represent the bare minimum. They include no expenses or salary for the entrepreneur.[35]

"This is money which can very rarely be obtained from normal capital sources. The venture is too risky at this stage for them. Capital usually has to be obtained in the most difficult way--from relatives, neighbors, friends.[36]

Once the editorial concept is clear, the business plan developed, and seed money obtained, then testing of the magazine can begin.

> Testing, of course, cannot give the complete answer. Only the actual production of the magazine over a period of time can do that. But a well-designed testing program can get you over the first hurdle. In fact, this ability to test audience reaction is one of the beauties of the magazine business. Without it, raising capital to publish new magazines would become almost impossible.[36]

> Different magazines can be tested in different ways. Money was tested through a direct-mail appeal; People on the newsstand; Norman Cousins' World (later merged with Saturday Review) primarily by telephone. For most magazines, the mail approach is the most suitable way to test whether there is really an audience that wants the magazine.[38]

In general, the best approach is "a full-fledged direct-mail offer to buy the new magazine--asking for the order and, in some cases, for payment."[39]

The results of the direct-mail offer to become a part of the business plan and the time to approach the second phase of financing, venture capital investors, and begin printing the magazines has arrived.[40]

If the direct-mail offer was successful and venture capital obtained, the magazine is in production. If not, then it's time to try a new idea and start all over again.

RESEARCH TOPIC

The start-up of magazines is a very complicated enterprise with very few guidelines and no hard and fast rules. In essence, it is a seat-of-the-pants operation. The only clearly essential element that is agreed upon by editors and publishers is the need for a crystallized editorial concept. However, the hierarchy of steps generally followed when starting up a magazine include: ideas and market research, clear editorial concept, prototype, business plan, testing, and venture capital.

Once the basic idea is conceived, the publishing entrepreneur must analyze the market the idea attracts in two ways. First, the competition must be understood by determining their editorial formulas. Then the demographics of the consumer market must be analyzed as well.

This study will examine the first aspect of the market by conducting a content analysis of the magazines in a special interest magazine market, specifically the Teddy Bear magazine market which includes Bear Tracks, The Teddy Tribune, Teddy Bear and friends, and most recently, Teddy Bear Review. An understanding of this market will provide the information to determine at this stage the viability of a new Teddy Bear magazine.

The results of the content analysis of Teddy Bear magazines will then be compared to the results of the 1985 study of "The New Consumer Magazines of 1984: A Fact Sheet" by Samir A. Husni, Ph.D., University of Mississippi, Department of Journalism, to determine whether or not the magazines in this special interest market have the same characteristics as other consumer magazines.[41]

TOPIC RELEVANCY

Studies have been conducted that analyze consumer magazines of the 1980s and those launched in 1984. However, to date, a single magazine market has not been analyzed and described. This study will provide such research while comparing the magazines in the Teddy Bear market to magazines that have been studied by Husni.

This study will provide the initial research necessary to begin to understand the complicated and intuitive business of developing and producing special interest magazines.

STATEMENT OF HYPOTHESIS

Essentially I am asking five questions about a special interest magazine market, specifically Teddy Bear magazines.

1) What are the characteristics of the Teddy Bear special interest magazine market?

2) What are the characteristics of each magazine in the Teddy Bear magazine market?

3) How do these magazines compare to one another?

4) Are any of the Teddy Bear magazines similar to the consumer magazines launched in 1984 as established by the Husni study, or do they differ greatly?

5) Is the development and possible start-up of a Teddy Bear magazine a viable venture?

The first question is simply answered; the others are not.

1) There are four existing Teddy Bear magazines: Bear Tracks, The Teddy Tribune, Teddy Bear and friends, and Teddy Bear Review.

2) This is a descriptive question which will be answered in detail in the content analysis. The superficial characteristics are as follows:

Bear Tracks--a quarterly, black and white, saddlestitched bound, 5-1/2" by 8-1/2" publication.

The Teddy Tribune--a black and white, saddlestitched bound, 8-1/2" by 11" publication which comes out 10 times a year.

Teddy Bear and friends--a four color, glossy, perfect bound, 8-1/2" by 11" bimonthly publication.

Teddy Bear Review--a four color, glossy, saddlestitched bound, 8-1/2" by 11" quarterly publication.

3) The answer to this will be based on the detailed description obtained in the content analysis.

4) Because of the broad range of magazines analyzed in the Husni study, I predict that the Teddy Bear magazines will be similar to at least some of the magazines. However, I do not know if the Teddy Bear magazines will be similar to the majority of the magazines Husni analyzed.

5) The viability of the development and possible start-up of a new Teddy Bear magazine will be determined by a complete analysis and understanding of the competition. I predict that the competition will show a stable or growing market which will encourage the development of a new magazine. However, I will speculate that because of the recent launch of a new magazine in the market a cautious wait and see attitude should be assumed when considering its start-up.

OPERATIONAL DEFINITIONS

1) Special interest magazines: a magazine that is published to appeal to and meet the needs of a group of people interested in a special area of interest such as Teddy Bears, gourmet cooking, backpacking, etc.

2) Consumer magazine: another term for special interest magazine.

3) Magazine market: this term has two meanings: a) A group of special interest magazines that appeal to and serve the needs of the same special interest group. b) The demographics of a special interest group that a magazine serves.

4) Teddy Bear magazines: a group of magazines that appeal to and serve the needs of the Teddy Bear collector and/or artist (someone who designs or makes Teddy Bears).

5) Magazine start-up: the process of developing a magazine concept from the idea stage to full production.

6) Editorial concept: the specific purpose of the magazine, including the special interest group it is to serve and what direction, in terms of specific articles, design, quality, frequency of publication, etc. the book will take.

7) Perfect bound: a type of magazine binding that is very similar to that of a book. It has a squared off edge with the pages glued together.

8) Saddlestitched bound: a type of magazine binding with the staples in the centerfold.

9) Viability: the state of the possibility for success.

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METHODOLOGY

SAMPLE

This is a content analysis of a special interest magazine market. The four magazines--Bear Tracks, The Teddy Tribune, Teddy Bear and friends, and Teddy Bear Review--were chosen because they are the only bound publications that focus on Teddy Bears. All available issues from January 1985 to October 1986 are included in the analysis. This sample provides the most current description of the Teddy Bear magazine market to date. The specific issues analyzed are as follows:

Bear Tracks

Spring 1985
Summer 1985
(Fall and Winter 1985--unavailable)

Fall 1986
Winter 1986
(Spring and Summer 1986--unavailable)

Note: This is the journal of the Good Bears of the World Club. The president and founder of the club died in October. Due to his death, the national office in Hawaii is closed. The San Antonio Chapter president could locate only these issues.

The Teddy Tribune

January 1985
February 1985
March 1985
April 1985
May 1985

January 1986
February 1986
March 1986
April 1986
May 1986

August 1985
September 1985
October 1985
November 1985
December 1985

August 1986
September 1986
October 1986

Teddy Bear and friends

Spring 1985
Summer 1985
Fall 1985

January/February 1986
March/April 1986
June 1986
August 1986
September 1986

Teddy Bear Review

Fall 1986 (Premiere Issue)

This is a total of 31 magazines.

RESEARCH DESIGN

The content analysis is based on the 26 criteria established by the 1985 study of "The New Consumer Magazines of 1984: A Fact Sheet" by Samir A. Husni, Ph.D., University of Mississippi, Department of Journalism.

To tailor the Husni criteria to the Teddy Bear magazine market, several alterations were made.

A. Deletions

1. The discounted subscription price (None of these magazines is sold through a clearinghouse.)
2. The date of publication
3. Statement of being new
4. The author of introduction letter
5. The location of letter
6. The position of letter
   (Numbers 2-6 relate directly to new publications, specifically the first issue.)
7. The magazine type
   (This refers to the magazine's topic, which is the same for all four publications.)

B. Combined criteria

1. The number of four color pages
   The number of spot color pages
   The number of black and white pages
   (These all refer to the use of color on editorial pages and have been combined into one criteria.)
2. The number of editorial pages
   The number of advertising pages
   (These have been combined to more easily establish a ratio.)

C. Additions

1. The use of color on advertising pages
2. Circulation
3. Type of departments
4. Type of articles
5. Number of pages

These alterations resulted in 21 criteria to analyze and describe the Teddy Bear magazine mmarket. These criteria are listed as follows:

1. Cover
2. Cover price
3. Subscription price
4. Place of publication
5. Frequency of publication
6. Circulation
7. Distribution
8. Magazine format size
9. Binding
10. Paper
11. Ratio of advertising to editorial
12. Use of color on editorial pages
13. Use of color on advertising pages
14. Size of advertising
15. Table of contents page
16. Number of departments
17. Type of departments
18. Number of articles
19. Type of articles
20. Magazine design style
21. Number of pages

Each criteria is defined as follows:

Cover--Four types of covers were considered in the analysis:

a. Poster cover: a cover that has only a photo or an illustration along with the name of the magazine, the date, and the price. (Note: logo is the preferred word for name of the magazine.)

b. One theme cover: a cover that has a photo or an illustration with identifying type related to the photo or illustration; also included are logo, date and price.

c. Multi theme, one image cover: a cover with a photo or an illustration, plus type blurbs of topics covered in the issue, as well as logo, date and price.

d. Multi theme and image cover: a cover with more than one photo or illustration; type blurbs referring to the images or the magazine content; logo; date; and price.

Cover price--Cost of a single issue of the magazine.

Subscription price--The cost of one year's subscription to the magazine, in whatever frequency increments the magazine is published.

Place of publication--The city and state in which the magazine's editorial offices are located.

Frequency of publication--The number of times per year a magazine is published.

Circulation--Number of paid single copy and subscription issues of a magazine.

Distribution--The channels by which the magazine is circulated, either by mail, newsstand, or both.

Magazine format size--Physical dimensions of the magazine (publication trim size):

a. Standard: 8-1/8 by 10-7/8 inches.
b. Pocket size: 5 by 7 inches.
c. Large: 11 by 14 inches.

All three formats may vary by as much as 1/8 inch.

Binding--How the magazine is held together:

a. Perfect bound: a type of magazine binding that is very similar to that of a book. It has a squared off edge with the pages glued together.
b. Saddlestitched bound: a type of magazine binding with the staples in the centerfold.

Paper--The type of paper the magazine is printed on:

a. Coated (slick) paper: glossy finish.
b. Newsprint paper: type of paper used to print newspapers on; porous uncoated finish.
c. Combination of both: the magazine uses both coated and newsprint papers.

Ratio of advertising to editorial--The percentage of advertising pages to editorial pages.

Use of color on editorial pages--The use of color in photos, illustrations, type (headlines, blurbs, or initial letters), or design on the editorial pages:

a. Four color or full color.
b. Spot color: black plus one other color.
c. Black and white.

Use of color on advertising pages--The use of color in advertisements:

a. Four color
b. Spot color
c. Black and white

Size of advertising--Physical dimensions of the ads:

a. Two page spread: two full pages facing each other, run by the same advertiser.
b. Full page
c. 2/3 page
d. 1/2 page
e. 1/3 page
f. 1/4 page
g. 1/6 page
h. Classified advertising
i. Flex-form: any advertisement that is not set within any of the divisions listed above.

Table of contents page--The page listing the contents of the magazine:

a. Synopsis page: the contents are listed with a brief summary of the articles.
b. Listing page: the contents are listed by titles only; no additional information is given.

Number of departments--The departments are editorial articles that appear regularly under the same heading.

Type of departments- Editorial; letters to the editor; reviews; news, information and products; profile; club activities; children; literary/poetry; cartoons.

Number of articles--Editorial material that changes from one issue to another.

Type of articles--feature/cover story; profile; travel; how-to; anecdotal/personal; historical; short story; cartoons/drawings.

Magazine design style--The distribution of the editorial content and the advertisements throughout the magazine:

a. Monowell: continuous, uninterrupted editorial material with advertisements located at the front, back, or both of the magazine. Generally the editorial material is in the center of the book.

b. Multiwell: advertising and editorial material are mixed together throughout the book.

Number of pages--Total number of editorial and advertising pages in the magazine.

RESULTS

I. What are the characteristics of the Teddy Bear special interest magazine market?

There are four magazines competing within the market.

1. Bear Tracks
2. The Teddy Tribune
3. Teddy Bear and friends
4. Teddy Bear Review

II. What are the characteristics of each magazine in the Teddy Bear magazine market?

To provide the most current description of the Teddy Bear magazine market to date, all available issues from January 1985 to October 1986 were analyzed. The analysis was based on 21 criteria as outlined and defined in the methodology. The results are as follows:

A. Bear Tracks

Cover: Two types of covers were used. Fifty percent of the issues had multi theme, one image covers and 50 percent had multi theme and image covers.

Cover price: None listed, it is a club publication.

Subscription price: $8.00 (the annual club fee)

Place of publication: Honolulu, Hawaii

Frequency of publication: quarterly

Circulation: 10,000

Distribution: mail

Magazine format size: pocket

Binding: saddlestiched

Paper: newsprint

Ratio of advertising to editorial (given in a percentage of advertising/editorial):

overall		1985		1986	
average	21/79	average	23/77	average	20/80
high	25/75	high	25/75	high	20/80
low	20/80	low	20/80	low	20/80

Use of color on editorial pages: black and white only

Use of color on advertising pages: black and white only

Size of advertising: two page spread
full page
1/2 page
1/4 page

Table of contents page: listing

Number of departments: average 11
high 12
low 10

Type of departments: editorial
letters to the editor
reviews
news, information, and products
profile
club activities
children

Number of articles: average 6
high 10
low 3

Type of articles: profile
feature/cover story
anecdotal/personal
historical

Magazine design style: multiwell

Number of pages: 48 (every issue)

B. The Teddy Tribune

All 10 issues from 1985 were available, as well as the first eight issues of 1986.

Cover: multi theme and image

Cover price: $2.00

Subscription price: $17.00

Place of publication: St. Paul, Minn.

Frequency of publication: monthly

Circulation: 1,000 - 1,200

Distribution: mail

Magazine format size: standard

Binding: saddlestiched

Paper: newsprint (one issue had a coated advertising insert:

Ratio of advertising to editorial:

overall		1985		1986	
average:	38/62	average:	38/62	average:	38/62
high:	45/55	high:	45/55	high:	45/55
low:	25/75	low:	25/75	low:	30/70

Use of color on editorial pages: black and white

Use of color on advertising pages: black and white (with the exception of two inserts, one spot and the other four color)

Size of advertising: two page spread
full page
2/3 page
1/2 page
1/3 page
1/4 page
1/6 page
classified

Table of contents page: none

Number of departments:

overall	1985	1986
average: 7	average: 7.5	average: 6.25
high: 10	high: 10	high: 9
low: 3	low: 3	low: 4

Type of departments: editorial
letters to the editor
reviews
news, information, and products
club activities
historical
literary/poetry

Note: In 1986, there were no letters to the editor.

Number of articles:

overall	1985	1986
average: 5.5	average: 5.7	average: 5.4
high: 9	high: 9	high: 8
low: 2	low: 3	low: 2

Type of articles: profile
feature/cover story
how-to
travel
anecdotal/personal
historical
cartoon/drawing
short story

Magazine design style: mulitwell

Number of pages:

overall	1985	1986
average: 45	average: 46.8	average: 43
high: 56	high: 56	high: 48
low: 40	low: 40	low: 40

C. Teddy Bear and friends

Three 1985 magazines were available and five 1986 magazines were available.

Cover: multi theme, one image cover (one issue was a multi theme and image cover)

Cover price:

1985	1986
$3.00	$3.25

Subscription price:

1985	1986
$9.95	$14.95

Place of publication: Cumberland, Maryland

Frequency of publication:

1985	1986
quarterly	bi-monthly

Circulation: 10,000

Distribution: mail and newsstand

Magazine format size: standard

Binding:

1985	1986
saddlestitched	perfect

Paper: coated (mid-1986 newsprint pages of bear patterns are added)

Ratio of advertising to editorial

overall	1985	1986
average: 49/51	average: 50/50	average: 48/52
high: 50/50	high: 50/50	high: 50/50
low: 45/55	low: 50/50	low: 45/55

Use of color on editorial pages: combination of four color, spot, and black and white

Use of color on advertising pages: four color and black and white

Size of advertising: two page spread
full page
2/3 page
1/2 page
1/3 page
1/6 page
classified

Table of contents page: synopsis

Number of departments:

overall		1985		1986	
average:	9.5	average:	9	average:	9.8
high:	11	high:	10	high:	11
low:	8	low:	8	low:	8

Type of departments: cartoon
editorial
letters to the editor
reviews
news, information, and products
profile
club activities
historical

Number of articles:

overall		1985		1986	
average:	14.75	average:	15.3	average:	14.4
high:	23	high:	23	high:	17
low:	10	low:	11	low:	10

Type of articles: profile
feature/cover story
how-to
travel
anecdotal/personal
historical
cartoon/drawing

Magazine design style: multiwell

Number of pages:

overall		1985		1986	
average:	95.9	average:	93.3	average:	97.2
high:	124	high:	124	high:	110
low:	76	low:	76	low:	80

D. Teddy Bear Review

The fall 1986 issue is the premiere issue.

Cover: poster

Cover price: $3.50

Subscription price: $14.00

Place of publication: New York, New York

Frequency of publication: quarterly

Circulation: 25,000

Distribution: mail

Magazine format size: standard

Binding: saddlestiched

Paper: coated and newsprint

Ratio of advertising to editorial: 40/60

Use of color on editorial pages: four color and black and white

Use of color on advertising pages: four color and black and white

Size of advertising: full page
1/2 page
1/3 page
1/4 page
1/6 page
classified

Table of contents page: synopsis

Number of departments: 10

Type of departments: editorial
news, information, and products
profile

Number of articles: 8

Type of articles: profile
feature/cover story
how-to
anecdotal/personal
historical
cartoon/drawing

Magazine design style: multiwell

Number of pages: 56

III. How do these magazines compare to one another?
Cover: Poster; multi theme, one image; and multi theme and image covers were present in the market. There were no one theme covers. The dominant type covers were multi theme and image (The Teddy Tribune) and multi theme, one image (Teddy Bear and friends), with Bear Tracks being 50 percent of each.

Teddy Bear Review was the lone publication to use a poster cover. In an interview with the editor, he reported that this type of cover was to be the overall choice for the Review.

Cover price:

Tracks		none listed
Tribune		$2.00
friends	$3.00 (1985)	$3.25 (1986)
Review		$3.50

Subscription price:

Tracks		$ 8.00 (annual club fee)
Tribune		$17.00
friends	$9.95 (1985) (quarterly)	$14.95 (1986) (bi-monthly)
Review		$14.00

Place of publication: Each magazine was published in a different city and state of the United States. No particular region was pinpointed either.

Tracks	Honolulu, Hawaii
Tribune	St. Paul, Minn
friends	Cumberland, Maryland
Review	New York, NY

Frequency of publication: Two of the publications were quarterly (Tracks and Review), one was monthly (Tribune) and one was a quarterly publication in 1985, but expanded to a bi-monthly publication in 1986 (friends).

Circulation: One magazine had a circulation of 1,000 - 1,200 (Tribune). Two had a circulation of approximately 10,000 (Tracks and friends). Review, the newest magazine in the market, had the largest circulation, 25,000.

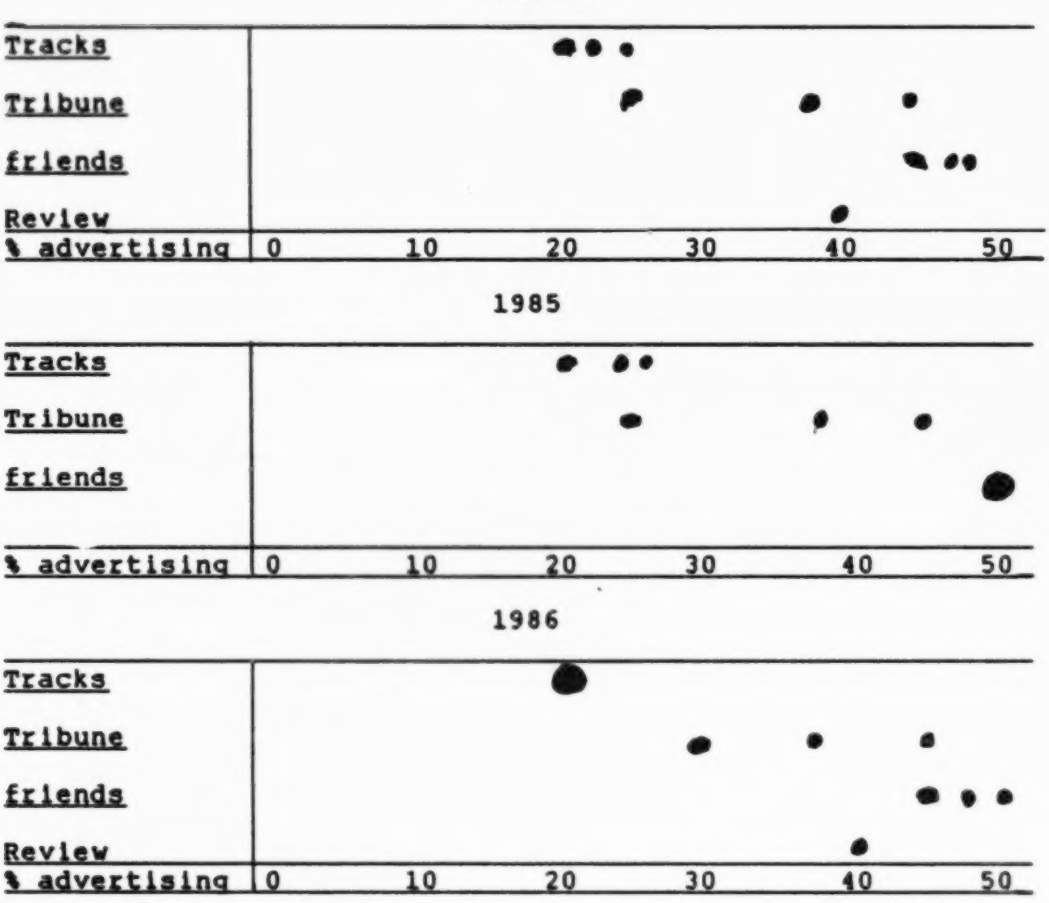
Distribution: All four publications were distributed by mail. However, friends was also sold on the newsstand.

Magazine format size: All four magazines were standard size with the exception of Tracks, which was pocket size.

Binding: Tracks, Tribune, and Review were sadddlestiched. friends was saddlestiched in 1985, but upgraded to perfect in 1986.

Paper: Tracks and Tribune were printed on newsprint. Review was printed on a combination of newsprint and coated papers. friends was printed entirely on coated paper in 1985. In 1986, the publication began using newsprint as well as coated paper.

Ratio of advertising to editorial:



average: red
high: black
low: green

Use of color on editorial pages: Two publications used and white (Tracks and Tribune). Review used black and white and four color. friends used black and white, as well as spot and four color.

Use of color on advertising pages: Tracks used only black and white. Tribune was almost entirely black and white with the exception of one spot and one four color insert. Review and friends used black and white and four color.

Size of advertising:

	Tracks	Tribune	friends	Review
Two page spread	x	x	x	
Full page	x	x	x	x
2/3 page		x	x	
1/2 page	x	x	x	x
1/3 page		x	x	x
1/4 page	x	x		x
1/6 page		x	x	x
Classified		x	x	
Flexform				

Table of contents page: Tracks has a listing format; Tribune has no table of contents; friends and Review both feature a synopsis format.

Number of departments:

overall

	average	high	low
Tracks	11	12	10
Tribune	7	10	3
friends	9.5	11	8
Review	10		

1985

	average	high	low
Tracks	11	12	10
Tribune	7.5	10	3
friends	9	10	8

1986

	average	high	low
Tracks	11	12	10
Tribune	6.25	9	4
friends	9.8	11	8
Review	10		

Type of departments:

	Tracks	Tribune	friends	Review
Editorial	x	x	x	x
Letters to the editor	x	x 85 0 86	x	
Reviews	x	x	x	
News, information, products	x	x	x	
Profile	x		x	x
Club activities	x	x	0 85 x 86	
Children	x			
Historical		x	x	
Literary/poetry		x		
Cartoons			x	

Number of articles:

overall

	average	high	low
Tracks	6	10	3
Tribune	5.5	9	2
friends	14.75	23	10
Review	8		

1985

	average	high	low
Tracks	6	10	3
Tribune	5.7	9	3
friends	15.3	23	11

1986

	average	high	low
Tracks	6	10	3
Tribune	5.4	8	2
friends	14.4	17	10
Review	8		

Type of articles:

	Tracks	Tribune	friends	Review
Profile	x	x	x	x
Feature/cover story	x	x	x	x
How-to		x	x	x
Travel		x	x	
Anecdotal/personal	x	x	x	x
Historical	x	x	x	x
Cartoon/drawing		x	x	x
Short story		x		

Magazine design style: All four publications were multiwell.

Number of pages:

overall

	average	high	low
Tracks	48		
Tribune	45	56	40
friends	95.9	124	76
Review	56		

1985

	average	high	low
Tracks	48		
Tribune	46.8	56	40
friends	93.3	124	76

1986

	average	high	low
Tracks	48		
Tribune	43	48	40
friends	97.2	110	80
Review	56		

IV. Are any of the Teddy Bear magazines similar to the consumer magazines launched in 1984 as established by the Husni study, or do they differ greatly?

There are several similarities between the Teddy Bear magazines and those of Husni's studies. These similarities are as follows:

Cover: Like the Husni magazines, most Teddy Bear magazines featured either multi theme, one image or multi theme and image covers.

Place of publication: 38 percent of the magazines in the Husni study were published in New York; one Teddy Bear magazine is. There were no other common cities.

Frequency of publication: Magazines in the Husni study ranged from 39 percent monthly, 24 percent bi-monthly, and 21 percent quarterly. The Teddy Bear magazines ranged from 50 percent quarterly to 25 percent monthly to 25 percent bi-monthly.

Magazine format size: 91.2 percent of the Husni magazines were standard size; 75 percent of the Teddy Bear magazines were.

Binding: 73.7 percent of the Husni magazines were saddlestitched; 75 percent of the Teddy Bear magazines were also saddlestitched.

Size of advertising: Only 1.2 percent of the Husni magazines had flexform magazine; no Teddy Bear magazines had flexform.

Table of contents page: 68.4 percent of Husni's magazines had a synopsis contents page, while 50 percent of the Teddy Bear magazines did as well. Twenty-three percent of Husni's magazines had a listings contents page; 25 percent of the Teddy Bear magazines did.

Number of articles: The majority of the Husni magazines (44.4 percent) had eight articles or fewer; 75 percent of the Teddy Bear magazines did as well.

Magazine design style: The majority of the Husni magazines (56.7 percent) featured multiwell design styles; all of the Teddy Bear magazines had multiwell design.

V. Is the development and possible start-up of a Teddy Bear magazine a viable venture?

The development of a new Teddy Bear magazine would be viable. The market overall is growing, as evidenced by the expansion and improvement of Teddy Bear and friends during this past year and the launch of Teddy Bear Review this fall. Advertising and other market factors have had only minor fluctuations, and seem to be stable. This stable and growing market is an encouraging sign for the development of a new magazine.

However, the greatest factor in the growing market is the Teddy Bear Review. It already leads the pack in circulation and has the backing of an established New York City publishing house. Because of this powerful new competitor, the viability of an additional start-up at this time is questionable and further research would be necessary to completely determine this. A complete editorial concept, prototype and business plan would have to be developed before any additional research could be done and decisions made.

It should be noted that the addition of Teddy Bear Review to the market does not mean a complete saturation of the market. On the contrary, its immediate and overwhelming success demonstrates that the Teddy Bear magazine market is only beginning to blossom. And a few years down the road, another magazine will be needed to fill the niche.